

INVOICE



WSFA
12 East Delano Ave.
Montgomery, AL 36105
Main: (334) 288-1212
Billing: (334) 288-1212

www.wsfa.com

Billing Address:

PinPoint Media, Inc (B)
Attention: Accounts Payable
1707 Osage St, Ste 103
Alexandria, VA 22302

Send Payment To:

WSFA
Regions Bank
ATTN: Lockbox # 1400
P.O. Box 11407
Birmingham, AL 35246-1400

Invoice #	Invoice Date	Invoice Month	Invoice Period
1775620-2	08/13/17	August 2017	07/31/17 - 07/31/17

Property	Account Executive	Sales Office	Sales Region
WSFA	Ryan Eddins	HRP-Washington	National

Advertiser	Product	Estimate Number
POL/Strange, Luther/R/Sen:	LUTHER STRANGE SENA	797

Flight Dates	Order #	Alt Order #
07/25/17 - 07/31/17	1775620	08709725

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

Agency Code	Advertiser Code	Product 1/2
9913865	62	78

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
8	07/31/17	07/31/17	WSFA 12 News at Ten - MF	10-1035pm	1-----	:30	1	\$275.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/31/17 08/06/17 1----- 1 \$275.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WSFA	M	07/31/17	10:26 PM	WSFA 12 News at Ten - MF	10-1035pm	:30	DMSCLS1709H	\$275.00 NM
9	07/31/17	07/31/17	NBC Today Show 3	10-11am	1-----	:30	1	\$50.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/31/17 08/06/17 1----- 1 \$50.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WSFA	M	07/31/17	10:29 AM	NBC Today Show 3	10-11am	:30	DMSCLS1709H	\$50.00 NM
10	07/31/17	07/31/17	ALABAMA LIVE @ 11A	11-1130Am	1-----	:30	1	\$30.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/31/17 08/06/17 1----- 1 \$30.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WSFA	M	07/31/17	11:07 AM	ALABAMA LIVE @ 11A	11-1130Am	:30	DMSCLS1709H	\$30.00 NM
11	07/31/17	07/31/17	ALABAMA LIVE @ 1130 AM	1130A-12P	1-----	:30	1	\$30.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/31/17 08/06/17 1----- 1 \$30.00									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WSFA	M	07/31/17	11:58 AM	ALABAMA LIVE @ 1130AM	1130A-12P	:30	DMSCLS1709H	\$30.00 NM
12	07/31/17	07/31/17	WSFA 12 News at Noon	12-1230pm	1-----	:30	1	\$100.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/31/17 08/06/17 1----- 1 \$100.00									
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12	07/31/17	07/31/17	WSFA 12 News at Noon	12-1230pm	1-----	:30	1	\$100.00	NM																																		
<table><tr><td>Spots: #</td><td>Ch</td><td>Day</td><td>Air Date</td><td>Air Time</td><td>Description</td><td>Start/End Time</td><td>Length</td><td>Ad-ID</td><td>Rate</td><td>Type</td></tr><tr><td>1</td><td>WSFA</td><td>M</td><td>07/31/17</td><td>12:21 PM</td><td>WSFA 12 News at Noon</td><td>12-1230pm</td><td>:30</td><td>DMSCLS1709H</td><td>\$100.00</td><td>NM</td></tr></table>										Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	1	WSFA	M	07/31/17	12:21 PM	WSFA 12 News at Noon	12-1230pm	:30	DMSCLS1709H	\$100.00	NM												
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																																	
1	WSFA	M	07/31/17	12:21 PM	WSFA 12 News at Noon	12-1230pm	:30	DMSCLS1709H	\$100.00	NM																																	
13	07/31/17	07/31/17	Judge Judy 1st Run	330-4p	1-----	:30	1	\$60.00	NM																																		
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Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate																																						
	07/31/17	08/06/17	1-----	1	\$60.00																																						
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																																	
1	WSFA	M	07/31/17	3:59 PM	Judge Judy 1st Run	330-4p	:30	DMSCLS1709H	\$60.00	NM																																	
14	07/31/17	07/31/17	WSFA 12 NEWS AT 4P M	F 430-5P	1-----	:30	1	\$75.00	NM																																		
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Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate																																						
	07/31/17	08/06/17	1-----	1	\$75.00																																						
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																																	
1	WSFA	M	07/31/17	4:41 PM	WSFA 12 NEWS AT 4PM	M-F 430-5P	:30	DMSCLS1709H	\$75.00	NM																																	
15	07/31/17	07/31/17	WSFA 12 News at Five	5-530pm	1-----	:30	1	\$185.00	NM																																		
<table><tr><td>Weeks:</td><td>Start Date</td><td>End Date</td><td>MTWTFSS</td><td>Spots/Week</td><td>Rate</td></tr><tr><td></td><td>07/31/17</td><td>08/06/17</td><td>1-----</td><td>1</td><td>\$185.00</td></tr></table> <table><tr><td>Spots: #</td><td>Ch</td><td>Day</td><td>Air Date</td><td>Air Time</td><td>Description</td><td>Start/End Time</td><td>Length</td><td>Ad-ID</td><td>Rate</td><td>Type</td></tr><tr><td>1</td><td>WSFA</td><td>M</td><td>07/31/17</td><td>5:16 PM</td><td>WSFA 12 News at Five</td><td>5-530pm</td><td>:30</td><td>DMSCLS1709H</td><td>\$185.00</td><td>NM</td></tr></table>										Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate		07/31/17	08/06/17	1-----	1	\$185.00	Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	1	WSFA	M	07/31/17	5:16 PM	WSFA 12 News at Five	5-530pm	:30	DMSCLS1709H	\$185.00	NM
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate																																						
	07/31/17	08/06/17	1-----	1	\$185.00																																						
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																																	
1	WSFA	M	07/31/17	5:16 PM	WSFA 12 News at Five	5-530pm	:30	DMSCLS1709H	\$185.00	NM																																	
16	07/31/17	07/31/17	Today in Alabama 530a	528am-6am	1-----	:30	1	\$100.00	NM																																		
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Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate																																						
	07/31/17	08/06/17	1-----	1	\$100.00																																						
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1	WSFA	M	07/31/17	5:54 AM	Today in Alabama 530a	528am-6am	:30	DMSCLS1709H	\$100.00	NM																																	
17	07/31/17	07/31/17	WSFA 12 News at Six - MF	6-630pm	1-----	:30	1	\$350.00	NM																																		
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Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate																																						
	07/31/17	08/06/17	1-----	1	\$350.00																																						
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1	WSFA	M	07/31/17	6:21 PM	WSFA 12 News at Six - MF	6-630pm	:30	DMSCLS1709H	\$350.00	NM																																	
18	07/31/17	07/31/17	Today In Alabama	6a-7a	1-----	:30	1	\$175.00	NM																																		
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19	07/31/17	07/31/17	NBC Today Show	7-9am	1-----	:30	1	\$115.00	NM																																		
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19	07/31/17	07/31/17	NBC Today Show	7-9am	1-----	:30	1	\$115.00	NM
20	07/31/17	07/31/17	Monday Prime Other	7-10pm	1-----	:30	1	\$300.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/31/17 08/06/17 1----- 1 \$300.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WSFA M 07/31/17 Monday Prime Other 7-10pm :00 \$300.00 NM Credited									
21	07/31/17	07/31/17	NBC Today 2	9-10am	1-----	:30	1	\$50.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 07/31/17 08/06/17 1----- 1 \$50.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WSFA M 07/31/17 9:27 AM NBC Today 2 9-10am :30 DMSCLS1709H \$50.00 NM									
Total Spots							13		

Payment Terms 30 Days

<u>Gross Total</u>	\$1,595.00
<u>Agency Commission</u>	\$239.25
<u>Net Amount Due</u>	\$1,355.75

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